

IN THE CLAIMS

Sub D17 1. (Currently Amended) A method for displaying on a viewer information processing system with an interface to a display, a set of multimedia segments to form a multimedia presentation, the method comprising the steps of:

receiving a play-list and program content from a program provider, wherein the play-list is a list of instructions for the rendering of the multimedia segments into a multimedia presentation and wherein the play-list is based on preferences a user's demographics including zip code, set by the program provider ~~without the need to receive preferences from a user~~;

receiving from the program provider the multimedia segments required by the play-list; and

receiving the multimedia presentation on the display by rendering the multimedia segments as directed by the play-list.

C1 2. (Original) The method of claim 1 wherein said viewer information processing system receives at least one multimedia segment prior to the presentation being displayed, and stores at least one multimedia segment.

3. (Original) The method for displaying according to claim 1, wherein the step of receiving the multimedia segments includes receiving at least one multimedia segment over a broadcast infrastructure.

4. (Original) The method for displaying according to claim 1, wherein the step of receiving the multimedia segments includes receiving at least one multimedia segment from a computer readable storage medium.

5. (Original) The method for displaying according to claim 1, wherein the step of receiving the multimedia segments includes receiving at least one multimedia segment over a telecommunications network.

6. (Original) The method for displaying according to claim 5, wherein the step of receiving at least one multimedia segment over a telecommunications network includes receiving at least one multimedia segment over the Internet.

7. (Original) The method for displaying according to claim 1, further comprising the step of:

displaying the multimedia segments from the information processing system on a television set.

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8. (Original) The method for displaying according to claim 1, wherein the step of receiving at least one multimedia segment includes receiving one multimedia segment of an advertisement.

9. (Original) The method for displaying according to claim 1, wherein the step of receiving at least one multimedia segment includes receiving one multimedia segment of program content.

10. (Previously Presented) The method for displaying according to claim 1, wherein the step of receiving a play-list from the program provider includes receiving a play-list based on the demographics of the viewers of the multimedia presentation.

11. (Currently Amended) A method for distributing program content from a program provider over a telecommunications infrastructure to a plurality of clients capable of receiving program content broken into a plurality of multimedia segments forming a multimedia presentation, the method on a program provider comprising the steps of:
breaking program content into a plurality of multimedia segments;

transmitting at least one play-list and program content to at least one client, wherein the play-list is a list of instructions for the rendering of the multimedia segments into a multimedia presentation and wherein the playlist is based on preferences a user's demographics including zip code, set by the program provider ~~without the need to receive preferences from a user~~; and

transmitting the multimedia segments required by said play-lists that form the multimedia presentation.

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12. (Previously Presented) The method of claim 11, where the program provider transmits at least one multimedia segment to at least one client prior to the multimedia presentation by the client.

13. (Original) The method of claim 11 for distributing program content of claim 10, further comprising the step of:

grouping one or more clients receiving a play-list based on the demographics of the viewers of the multimedia presentation; and
wherein the step of transmitting at least one play-list includes transmitting the identical play-list to one or more clients based on the grouping.

14. (Original) The method of claim 11 for distributing program content, wherein the step of transmitting multimedia segments includes transmitting at least one multimedia segment on a computer readable storage medium.

15. (Original) The method of claim 11 for distributing program content wherein the step of transmitting at least one multimedia segment includes transmitting at least one multimedia segment over a cable network.

16. (Original) The method of claim 11 for distributing program content, wherein the step of transmitting the multimedia segments includes transmitting at least one multimedia segment over a telecommunications network.

17. (Original) The method of claim 16, for distributing program content wherein the step of transmitting at least one multimedia segment over a telecommunications network includes transmitting at least one multimedia segment on the Internet.

18. (Currently Amended) A computer readable medium comprising programming instructions for displaying on a viewer information processing system with an interface to a display, a set of multimedia segments to form a multimedia presentation, the programming instructions comprising

receiving a play-list and program content from a program provider, wherein the play-list is a list of instructions for the rendering of the multimedia segments into a multimedia presentation and wherein the playlist is based on preferences-a user's demographics including zip code, set by the program provider ~~without the need to receive preferences from a user~~;

receiving from the program provider the multimedia segments required by the play-list; and

displaying the multimedia presentation on the display by rendering the multimedia segments as directed by the playlist.

19. (Previously Presented) The computer readable medium of claim 18, wherein said programming instruction includes receiving at least one multimedia segment prior to the presentation being displayed, and storing at least one multimedia segment.

20. (Original) The computer readable medium according to claim 18, wherein the programming instruction of receiving the multimedia segments includes receiving at least one multimedia segment over a broadcast infrastructure.

21. (Original) The computer readable medium according to claim 18, wherein the programming instruction of receiving the multimedia segments includes receiving at least one multimedia segment from a computer readable storage medium.

22. (Previously Presented) The computer readable medium according to claim 18, wherein the programming instruction of receiving multimedia segments includes receiving at least one multimedia segment over a telecommunications network.

23. (Original) The computer readable medium according to claim 22, wherein the programming instruction of receiving at least one multimedia segment over a telecommunications network includes receiving at least one multimedia segment over the Internet.

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24. (Previously Presented) The computer readable medium according to claim 18, wherein the programming instruction of displaying includes displaying the multimedia segments from the information processing system on a television set.

25. (Previously Presented) The computer readable medium according to claim 18, wherein the programming instruction of receiving multimedia segments includes receiving at least one multimedia segment of an advertisement.

26. (Previously Presented) The computer readable medium according to claim 18, wherein the programming instruction of receiving multimedia segments includes receiving at least one multimedia segment of program content.

27. (Previously Presented) The computer readable medium according to claim 18, wherein the programming instruction of receiving a play-list from the program provider includes receiving a play-list based on the demographics of the viewers of the multimedia presentation.

28. (Currently Amended) A viewer information processing system with an interface to a display, for receiving a set of multimedia segments to form a multimedia presentation, the viewer information system comprising

a receiver for receiving a play-list and program content from a program provider wherein the play-list is a list of instructions for the rendering of the multimedia segments into a multimedia presentation and wherein the playlist is based on preferences a user's demographics including zip code, set by the program provider ~~without the need to receive preferences from a user~~;

a receiver for receiving the multimedia segments from the program provider;

a means for rendering the multimedia segments into a multimedia presentation as directed by the play-list; and

an interface to a display for displaying said multimedia presentation.

29. (Previously Presented) The viewer information processing system of claim 28, further comprising an interface to storage for storing at least one multimedia segment.

30. (Original) The viewer information processing system according to claim 28, wherein the receiver has an interface to a broadcast infrastructure.

31. (Original) The viewer information processing system according to claim 28, wherein the receiver has an interface to a computer readable storage medium.

32. (Original) The viewer information processing system according to claim 28, wherein the receiver has an interface to a telecommunications network.

33. (Original) The viewer information processing system according to claim 32, wherein the receiver interface to a telecommunications network includes an interface to the Internet.